

yourDictionary.com™
▶ Home

Dictionary Results

TYPE IN YOUR WORD & CLICK GO!

Dictionary

GO

Now you can have our dictionary on your computer!

[Click Here for the Pronunciation Key](#)

dem·o·graph·ics

(click to hear the word) (dēm'ə-grāf'īks, dē'mə-)

n. (used with a pl. verb)

The characteristics of human populations and population segments, especially when used to identify consumer markets:
The demographics of the Southwest indicate a growing population of older consumers.

▲ BACK TO TOP

The American Heritage® Dictionary of the English Language, Fourth Edition. Copyright © 2000 by Houghton Mifflin Company. Published by the Houghton Mifflin Company. All rights reserved.

© 1996-2002 yourDictionary.com, Inc. All Rights Reserved.

BEST AVAILABLE COPY